



# What parents think about engineering and technology

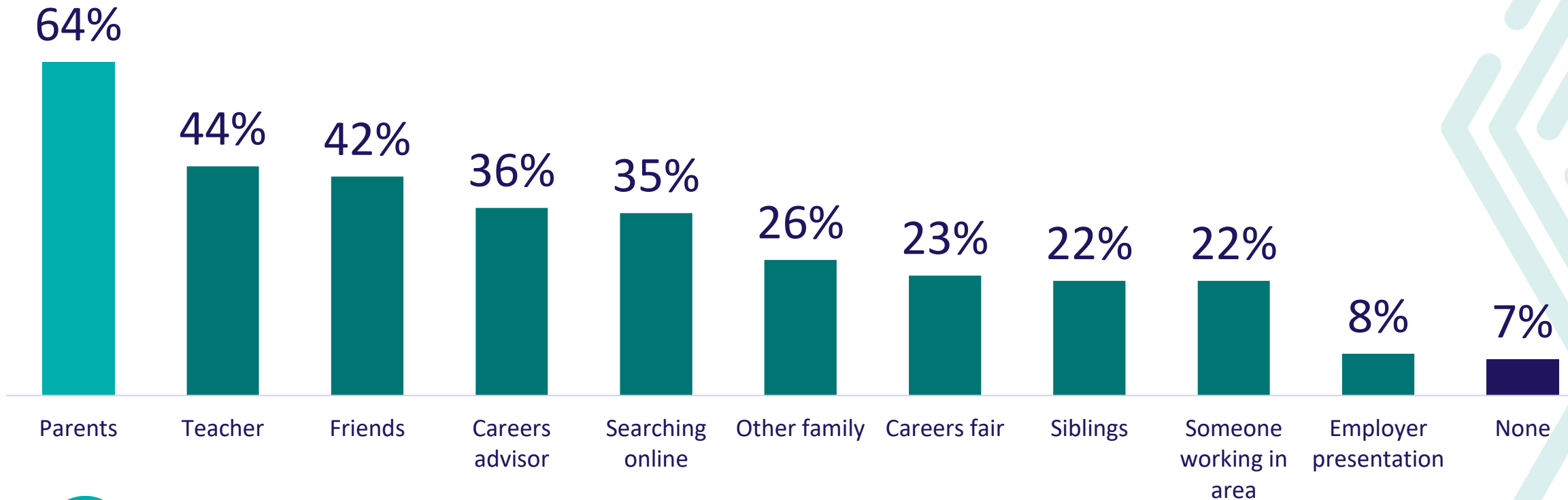
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Head of Research



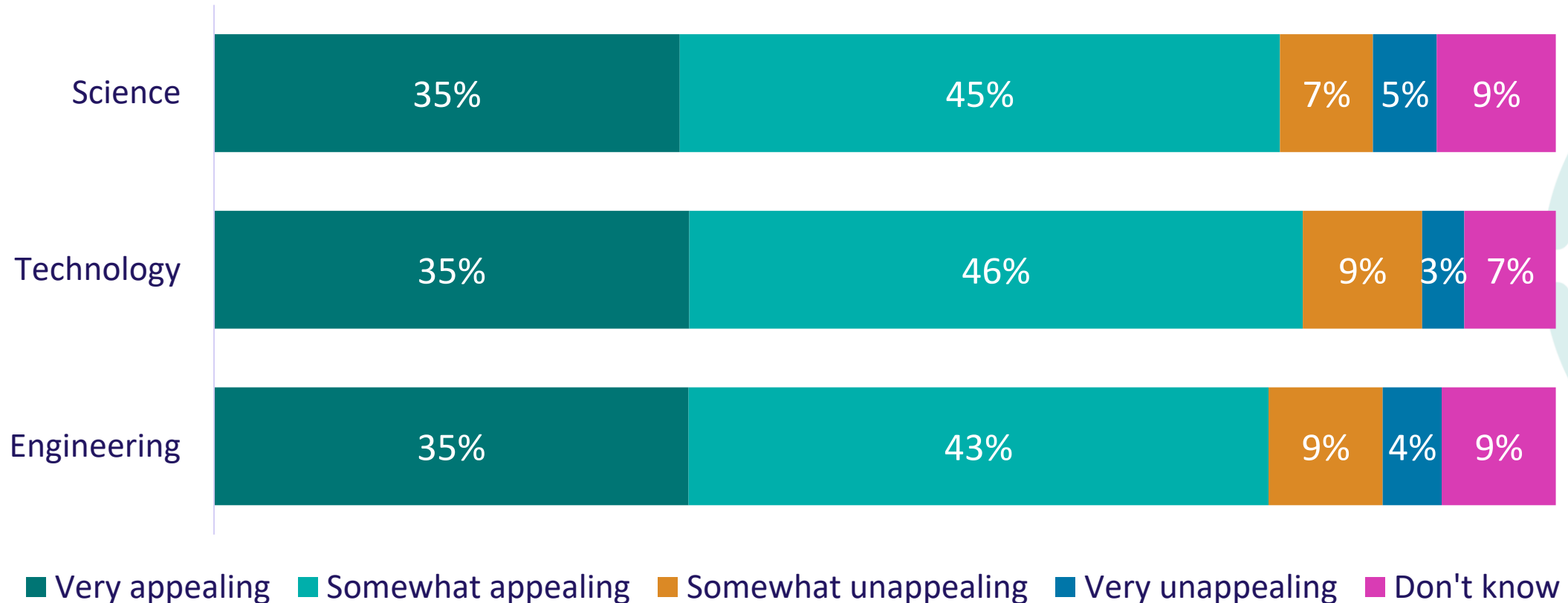
**EngineeringUK**

INSPIRING FUTURES TOGETHER

# Parents are the main source of careers information and advice



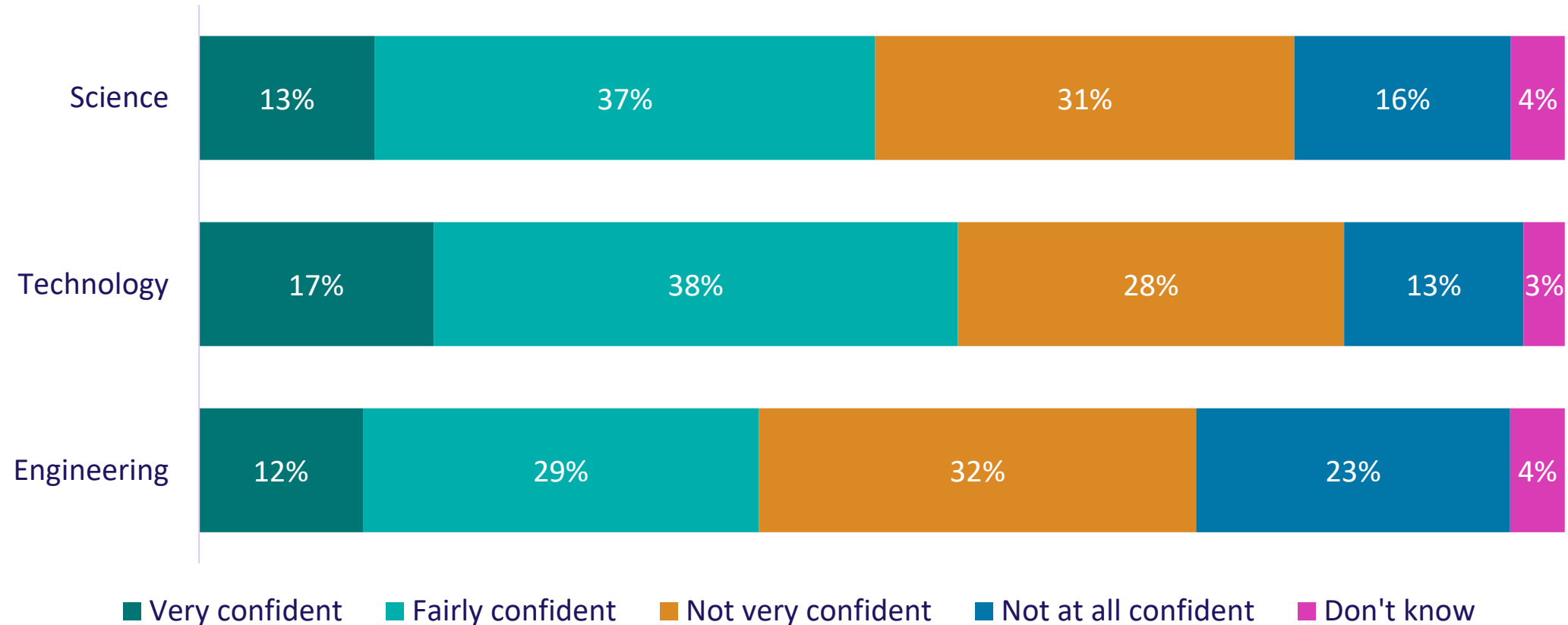
# Parents find STEM careers appealing for their child



# Money and flexibility are main engineering appeals

- 1 Good earning potential (**73%**)
- 2 Can work in many different industries (**63%**)
- 3 Interesting work/profession (**61%**)
- 4 Respected profession (**59%**)
- 5 Job security (**48%**)

# Parents more confident providing technology careers advice than science or engineering



# Gender stereotypes are prevalent in parents, though mostly linked to themselves

Reason why women are underrepresented in engineering and technology

